
TourismAlliance

the voice of tourism

JUNE 2011 NEWSLETTER

Problems in the War on Regulation

There seems to be something of a disconnect occurring at the moment between politicians and departmental officials. On the one hand, the Coalition is currently undertaking a major initiative to free-up UK industry so that it can provide economic growth and employment by reducing legislation through the Red Tape Challenge, while the Tourism Minister has appointed Alan Parker as a “tourism regulation Tzar” and established the Regulation Taskforce to analyse the results of the Red Tape Challenge and present him with a report with recommendations on regulations for the Government to repeal or amend by the end of the year.

In addition, BIS Minister, Mark Prisk, is undertaking a series of meetings with businesses to explain that he has told Ministers across Whitehall that there is to be no more “gold-plating” or early implementation of European legislation and that he is to establish an independent body to review the Impact Assessments that Departments are required to produce when introducing new legislation. While every Government says it will reduce red-tape, the current anti-regulation programme is the most serious attempt to reduce regulatory burden for many years.

On the other hand, however, the programme doesn't seem to have yet won the hearts and minds of Government departments where reducing regulation is something of an anathema to many public servants. Raised in an environment where the worst thing that one can do to one's Minister is to leave them exposed on an issue, that natural reaction of civil servants is to do everything possible to prevent that from happening – and one of the ways to do that is to over-regulate to try to ensure that nothing can go wrong, that there can be no loopholes and no surprises. So it comes as no surprise that the actions of Departments are not yet matching the words of Ministers.

Here are two examples. The Tourism Alliance is currently lobbying to prevent DCLG bringing in a requirement that all self-catering properties need to gain Energy Performance Certificates and to show them to all customers before they book. As customers pay an all-in price for their stay, the energy rating of the property is of no interest to them. DCLG admit that even if customers were discriminatory in their choice, the net saving would be only £60 – over 30 years !

A second example is the Government Equality Office pressing-on with new legislation that will prevent tourism businesses (other than tour operators) marketing to particular age groups. This legislation is being introduced on the basis that marketing to particular age groups would be discriminatory – despite the only evidence the GEO presents in the consultation document showing that there is, in fact, a benefit to customers and businesses of operators are able to target specific age groups.

So while the Politicians are marching forward banging the deregulation drum, the troops seem to be still marching to a different tune.

Regards



TOURISM ALLIANCE AGM

The 2011 Tourism Alliance AGM will be held in the newly open Corinthia Hotel in Whitehall Place on 13th July from 3pm – 5pm. The Guest Speaker this year will be Tourism Minister, John Penrose, who will be discussing the implementation programme for the new Tourism Policy and taking questions from members.

Members who would like to attend should contact Kurt Janson.

SUPPORTING SOCIAL TOURISM

The Tourism Alliance has provided written and oral evidence supporting the development of a co-ordinated Government/industry programme on social tourism at an inquiry being held by the new Social Tourism All Party Group.

This evidence centres round past research that shows that, in any particular year, around 40% of people in the UK do not undertake a break of more than 3 days. The provision of social tourism schemes such as those that operate in countries such as France and Spain could have significant benefits for both under-privileged families, tourism businesses and seaside destinations such as extending the shoulder seasons by using unutilised capacity, enabling businesses to provide year-round employment for staff (which in turn would increase skills within the sector) and bringing in visitors who would provide revenue to other businesses in destinations.

With Government funding being scarce, the low level of funding required to develop a national social tourism programme could provide a more sustainable alternative to the previous regeneration programmes what aimed to boost seaside economies.

[Click Here for a copy of the Tourism Alliance Submission](#)

REGULATION TASKFORCE

The Tourism Alliance has been asked to be part of the new Regulation Taskforce that has been established by the Minister to help reduce regulatory burden on the Tourism Industry. The Taskforce, being lead by Alan Parker and administered by BHA, will be meeting monthly from June to the end of the year to analyse the submissions on de-regulating the tourism industry, including those received through the Red Tape Challenge and has been tasked with providing a report to the Minister by the end of the year with a series of recommendations as to what changes should be made to the current regulatory environment to provide the greatest support for businesses in terms of providing growth and employment for the UK economy.

ENERGY PERFORMANCE CERTIFICATES

The Tourism Alliance has been meeting with officials and lobbying Ministers in order to get postponement to DCLG's proposal that the operators of self-catering properties need to gain Energy Performance Certificates by 30th June 2011 and make these available to potential customers before they book.

EASCO has gained a legal opinion that, as well as making the case that self-catering properties are outside the current regulations as customers have a license to occupy rather than a tenancy agreement, seriously criticises DCLG's approach on this issue.

This criticism is shared by Local Government Regulation, the agency responsible for the implementation of the EPC regulations. They have sent advice to Trading Standards Officers within councils (who are responsible for the enforcement of the regulations) that concludes, ***"It is Local Government Regulation's and Trading Standards Institute's view that until this requirement is clearly specified in the EPC Regulations there is no obligation on a holiday let owner to have an Energy Performance Certificate"***.

While this advice is not a definitive legal position, it suggests that Local Trading Standard Offices will not be pursuing operators if the matter is not resolved before the 30th June 2011 deadline.

GET BRITAIN WORKING

The Department for Work and Pensions is embarking on a major new initiative called Get Britain Working which aims to reduce the 9 million working age people who are currently economically inactive and the 5 million people who are out of work and on benefits. To do this, they need businesses to provide **work experience placements** and **support to locally driven Work and Enterprise Clubs** to increase the strength of unemployed candidates and make them more suitable for long-term employment.

The Get Britain Working campaign comprises a range of initiatives:

- Work Clubs - to encourage people to share skills and experience
- Work Together - a way of developing skills through volunteering
- Work Experience - to give people practical, recognisable experience
- New Enterprise Allowance & Enterprise Clubs - to encourage people into self-employment through greater support and financial help
- Service Academies (launching in summer 2011) - linking work experience with tailored skills training for unemployed people of all ages

These initiatives have one simple aim - to create more skilled candidates to fill future vacancies within British businesses, reduce unemployment and drive the economy forwards.

[Click Here](#) for more information on the Get Britain Working initiative

If you feel that your sector has a specific labour demand, would like to register your interest in supporting these policies or have any questions you can contact Job Centre Plus at employer.advice@jobcentreplus.gsi.gov.uk

FREE WORLDHOST TRAINING

The People 1st Training Company is offering Tourism Alliance members free WorldHost customer service training taster sessions in the Pitch View Room at Wembley Stadium on 23 June 2011.

The sessions, which will be followed by a free tour of the stadium, will give attendees a taste of this highly acclaimed, world-class training programme, which has already been used to train nearly one million people worldwide – including 40,000 volunteers and tourism staff during the 2010 Vancouver Winter Olympics.

There are two free sessions – at either 9:30am – 11:30am or from 1:30pm – 15:30pm

[Click Here](#) to book a place at one of the two free sessions

The Tourism Alliance is the Voice of the Tourism Industry.

Established in 2001 with the support of the Secretary of State for Culture, Media and Sport, the Tourism Alliance comprises 50 Tourism Industry Organisations that together represent some 200,000 businesses of all sizes throughout the UK.

The purpose of the Tourism Alliance is to identify and develop policies and strategies to raise standards and promote quality within the industry and work with and lobby government on all key issues relevant to the growth and development of tourism and its contribution to the economy.

Registered Office Details:
The Tourism Alliance Limited
6 Pullman Court, Great Western Road, Gloucester, GL1 3ND.
Company No: 05106422

Chairman: Ken Robinson CBE
President: Richard Lambert
Policy Director: Kurt Janson
E: kurt.janson@tourismalliance.com
T: 020 7395 8246 Fax: 020 7395 8178 M: 07964428123
W: www.tourismalliance.com
Centre Point, 103 New Oxford Street, London, WC1A 1DU